



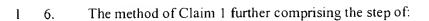
IN THE CLAIMS:

- 1 A method of multi-stage creation of Rich Media Content, comprising the steps of:
- a) accessing the Rich Media assets using a processor as an authoring tool to create a
- 3 Multimedia Vehicle Repository (MVR) file of selected stored Rich Media assets in a text based
- 4 format;
- b) creating a template for structuring Rich Media Content; and
- 6 c) combining the template and the Rich Media Content description file in the
- 7 processor to create a MVR file executable on a multimedia player.
- 1 2. The method of Claim 1 further comprising the step of:
 - d) injecting other content into the Rich Media Content description file by another
- 3 user.

2

- The method of Claim 1 further comprising the step of:
- e) creating an XML based MVR file.
- 1 4. The method of Claim 1 further comprising the step of:
- 2 f) using a textual editor to create an MVR-XML file.
- 1 5. The method of Claim 1 further comprising the step of:
- g) using an MVR-XML file as a data interchange among other Rich Media Content
- 3 creation applications.

18957_1



- 2 h) managing the creation of the template and Rich Media Content description file in
- 3 stages by different users.
- 1 7. The method of Claim 1 further comprising the step of:
- 2 i) operating the processor in a batch mode to combine the template and the Rich
- 3 Media Content description file into a Multimedia Vehicle Repository (MVR) file executable on a
- 4 multimedia player.
- 1 8. The method of Claim 1 wherein the processor runs in a batch mode for combining the
- 2 template and the Rich Media Content description file.
- 1 9. The method of Claim 1 wherein the Rich Media Content description file is created in
 - stages by different users injecting content into the template.
- 1 10. The method of Claim 1 wherein the MVR file is a Rich Media container in a binary
- 2 format.
- 1 11. A system for multi-stage creation of editable Rich Media content executable on a
- 2 multimedia player, comprising:
- a) processor means for accessing selected Rich Media and creating a multimedia
- 4 repository file of the selected Rich Media content in an text based format;

6

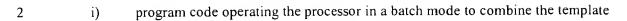
5		b)	means for creating and storing a template for assembling the Rich Media content;	
6	and			
7		c)	processor means for combining the template and the description file into a	
8	multin	multimedia repository file executable on a multimedia player.		
1	12.	The system of Claim 11 further comprising:		
2		d)	means managing the creation of the template and Rich Media Content description	
3	file in stages by different users.			
1	13.	The sy	rstem of Claim 11 further comprising:	
2		e)	means operating the processor in a batch mode to combine the template and the	
3	Rich Media Content description file into a Multimedia Vehicle Repository (MVR) file			
4	executable on a multimedia player.			
1	14.	A prog	gram medium executable in a computer system for multi-stage creation of Rich	
2	Media Content, comprising:			
3		a)	program code in a medium for accessing the Rich Media assets using a processor	
4	as an authoring tool to create a Multimedia Vehicle Repository (MVR) file of selected stored			
5	Rich N	Rich Media assets in an text based format;		

program code in a medium for creating a template for structuring Rich Media

b)

Content; and

- program code in a medium for combining the template and the Rich Media 8 c)
- Content description file in the processor to create an MVR file executable on a multimedia 9
- 10 player; and
- injecting other content into the Rich Media Content description file by another 11 d)
- 12 user.
- 15. The medium of Claim 14 further comprising: 1
- program code creating an XML based MVR file. 2 e)
- The medium of Claim 14 further comprising: 1 16.
- program code creating an MVR-XML file using a textual editor. 2 f)
- The medium of Claim 14 further comprising: 1 17.
- program code using an MVR-XML file as a data interchange among other Rich 2 g)
- 3 Media Content creation applications.
- The medium of Claim 14 further comprising: 1 18.
- program code managing the creation of the template and Rich Media Content 2 h)
- description file in stages by different users. 3
- The medium of Claim 14 further comprising: 1 19.



- 3 and the Rich Media Content description file into a Multimedia Vehicle Repository (MVR) file
- 4 executable on a multimedia player.
- 1 20. The medium of Claim 14 further comprising:
- program code running the processor in a batch mode for combining the template
- 3 and the Rich Media Content description file.